

Rep Order# 8841042 **Ver#** 7 **Status** Revised
EC'd Yes

Traffic Order# 36944

Printed: 09/21/2012 12:42 PM
Last Received: 09/21/2012 12:31 PM
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/11/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

= CONTRACT COMMENT =

DEAN HELLER FOR US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

THIS IS A REVISION. DO NOT DOUBLE BOOK

NEW REVISED TOTAL - \$37,885

PLEASE CONFIRM

THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	500A-600A	Buyline Comment: 5A NEWS	:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
	2	M-TU	500A-600A	Buyline Comment: 5A NEWS	:30	\$225.00	09/10-09/11	3	1	3	\$675.00	
	3	F	600A-700A	Buyline Comment: 6A NEWS	:30	\$245.00	09/07-09/07	2	1	2	\$490.00	
	4	M-TU	600A-700A	Buyline Comment: 6A NEWS	:30	\$245.00	09/10-09/11	4	1	4	\$980.00	
	5	F	700A-900A	Buyline Comment: EARLY SHOW	:30	\$150.00	09/07-09/07	2	1	2	\$300.00	
	6	M-TU	700A-900A	Buyline Comment: EARLY SHOW	:30	\$150.00	09/10-09/11	3	1	3	\$450.00	

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Agency C/P1/P2/E 09/05/2012 - 09/11/2012
Flight Dates
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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

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Salesperson () MIKE JONES

LT	Ln	Day	Time	Program
---	---	---	---	-----
	*15	F	1230P-	

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

Buyline Comment: BOLD/LET'S MAKE
Sales Remark: V7 .
V7 Comment Changed, Spots/week Changed

16	M-TU	200P-300P Buyline Comment: TALK-CBS	:30	\$350.00	09/10-09/11	1	1	1	\$350.00
17	F	300P-400P Buyline Comment: ELLEN	:30	\$325.00	09/07-09/07	2	1	2	\$650.00
18	M-TU	300P-400P Buyline Comment: ELLEN	:30	\$325.00	09/10-09/11	2	1	2	\$650.00
19	F	430P-500P Buyline Comment: 430P NEWS	:30	\$300.00	09/07-09/07	2	1	2	\$600.00
20	M-TU	430P-500P Buyline Comment: 430P NEWS	:30	\$300.00	09/10-09/11	2	1	2	\$600.00
21	F	500P-630P Buyline Comment: NEWS	:30	\$375.00	09/07-09/07	4	1	4	\$1,500.
22	M-TU	500P-630P Buyline Comment: NEWS	:30	\$375.00	09/10-09/11	4	1	4	\$1,500.
23	F	630P-700P Buyline Comment: INSIDE EDITION	:30	\$300.00	09/07-09/07	2	1	2	\$600.00
24	M-TU	630P-700P Buyline Comment: INSIDE EDITION	:30	\$300.00	09/10-09/11	2	1	2	\$600.00
25	F	700P-800P Buyline Comment: ET/INSIDE EDITION	:30	\$325.00	09/07-09/07	3	1	3	\$975.00

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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0462

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--REPORT TOTALS--

Report Totals: 85 / \$37,885.00

--SALES MONTHLY TOTALS--

Sep 12: 85 / \$37,885.00

Sales Totals: 85 / \$37,885.00

Station Totals: 85 / \$37,885.00

Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$126,283	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+